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## Privacy Versus Security in the Internet Era

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### Abstract

There are a lots of conflict going on in the world right now. One of this conflict we are put into discussion here, is the battle for supremacy in the internet, the battle between privacy and security. We are changing fundamentally the way we are doing things till the Internet era arrive. Every data that we use online became a product. There is no more private information, everything became public with or without the population will.

There are also a lot of discussion about who have a greater power on the Internet, government, companies, hackers, criminals, terrorists, or others. Unfortunately the neuter population is catch in the middle of this battle.

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### 1. Introduction

The explosive growth of information technology in recent years and the use of the internet to get information is being highly debated and entails more and more controversy about the threatening potential addressed to intimacy.

Searching engines register any search made in such a way as it can identify the computer this is being done and it will be reminded the interest of the person who had initiated the search.

Almost all searching engines are being offered for free, electronic boxes, space to stock information, music, films, all for free. Each passing day we are less entitled to pay for different services. This appetite for what we call free is known by the economists and used in attracting clients. Most often even the economists can be caught in this trap. It is said that if you do not pay for a product you consume then you are the product. I do not know who was the first who said that, but it is most true within the on line environment, and for a good reason, a certain kind of modern company

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for the internet that is offering a service for free. These steps are projected to attract a greater number of users in order to sell the interest manifested by this public to advertising companies.

However the problem of intimacy on the internet is exponentially growing. The fact that not all can see or are being interested by this problem today of attacking intimacy is no excuse. Later they may become interested and the one who attacks can use the information when they had not been interested.

In general all that is free forever within the online environment, has as final purpose finding behaviour information or of personal life to use them in marketing, communication, statistics with obvious outcome for selling such information, namely to change them into a product. It is not so difficult on the surface. Nevertheless, the same information can be used by those who have worse purpose namely to collect money from the market by stealing.

Deriving from the latin *privatus* the concept of private life means separation from the others and entails the ability of the fellow to exclude himself or to exclude information about himself and to disclose them only in a selective way. The concept as such can fluctuate according to cultural, national, individual particularities of a country or region and was often associated to the west European culture where the concept of privacy was developed.

The concept of private life implies a physical component that means the intrusions on the physical space of a person. Another component of the concept regarding private life is the information one, namely within the sphere of information that a fellow does not wish to reveal such as those about religion, political affinities, sexual orientation, medical situation or financial information.

In more articles Romania's Constitution outlines a high level of protection for the private life enforcing the obligation to obey it for other subjects in charge of doing this. Therefore, according to art.26 the public authorities obey and protect the intimate, family and private life and in conformity with art. 30 align 6 the freedom of expressing cannot prejudice dignity, honour, private life of the person and neither can it damage the right to his own image.

Similar to the other rights and fundamental rights and exercising the freedom of expressing can be subjected to restriction for art. 53 where align 1 gives the reasons for limitations namely the defence of national security, of order, of health or public morals, of rights and freedom for citizens, deploying of criminal instruction, preventing consequences for natural disaster, for something very serious and in align 2 we have the following: the restriction can be disposed only if necessary in a democratic society. The measure must be in proportion with the situation that had determined it, must be enforced without discrimination and without harming the right to existence or to freedom"

From an organizational point of view the concept of private life involves the adoption of organizational methods necessary to ensure the security of the data basis that exists for each entity.

In a recent approach an emotional and intellectual component is being attributed to the concept of private life in considering the human spirituality. The right to privacy took place in the US when a lawyer in Boston Samuel Warren with his friend Louis Brandeis professor at Harvard wrote in 1890 an essay *The Right to Privacy*. It was an event forerunning a right that has surpassed the problems in the personal sphere and in this respect has approached our century. They have defined the right to the fellow's private life as the right to be left alone.

From another point of view, that of Tessaro and Trojani, it is considered that there is a deep link among liberty, equality, democracy, dignity and privacy and this leads to surpassing the concept of privacy as a right to be left alone. Therefore, it is now the problem of controlling our own data and behaviour rules were enforced to all those who work with personal data and this allowed a concrete enforcement of the principles for equality and social dignity. Tessaro T., Trojani F. (2006)

Alain Westin considers the right to privacy as a demand for individuals to determine when and how and in what way the information about themselves go to others showing that this right can be described by four notions : loneliness, intimacy, anonymity, reserve. Alain Westin, (1968)

According to Yael Onn's opinion, the privacy right represents our right to preserve a surrounding environment which should include those things that belong to us such as the house, the body, feelings, secrets, identity. Yael Onn, (2005)

## 2. Discussion and Results

Now more than ever, as our digital footprints grow exponentially, we need to take personal action to preserve our online freedoms. Why? The Internet benefits and belongs to all of us - thus it is our joint responsibility to protect it.

The benefits of the Web have, of course, come at some cost, one of which is a loss of privacy. We are also more vulnerable to data breaches and identity fraud. But there are many things we can do to minimize the risks of both.

David Gordyansky (2013)

The right to privacy gives us the possibility to choose which parts of this area are accessible to the others and to control the possibility and period when those parts we choose to place at the disposal of others are being used.

The present social and historical context are diverse characteristics as the inter-human relations are based on relationships based on communication and exchange of information at a global level, subjected to the continuous demand of technological development. The rapid transmission of the data and information can cause problems on the private life. In such conditions the traditional right met serious difficulties in the attempt to protect the persons against the disclosure of some information with private character.

From this necessity specific patterns of juridical protection, more ample, at a transnational level that could allow each person to know the fluctuation of personal data or to ask for obstructing their use came out. Alina Savoiiu, Cătălin Capatina Basarabescu, (2013)

The problem of intimacy has other connotations when we tackle on the problem of malware and phishing where we have serious risks if Google would not make this selection of mails.

That is to say, namely two faces of the same coin... under the pressure exercised by the European bodies Google granted the users in the EU the right to ask for withdrawing some images or documents archived in the data basis of IT if they ask for the right to intimacy or irrelevancy of the respective information.

The rule is not being enforced to the Americans and this motivated those within the Consumer Watchdog to make a complain against the company. The persons in charge for protecting the consumers refer to the relevance of the information given by the Google search engine for the identity of a consumer. Those entitled to change things are the judging bodies. A positive answer might disrupt the whole Google system in the USA. In Europe since the new provisions were enforced Google had to answer for more than 280 000 requests to eliminate the content from the results posted by the search engine.

In more than 40% of the cases the users proved to be successful from the beginning. Others pushed the cases further on the court and they are to be solved. Most often the Internet was solved when the forced met at the treaty table and the USA is heading towards this situation.

More internet companies in the USA offered to take a new set of rules regarding the keeping of intimacy for the users on the internet, a measure proposed to the Congress by Obama Administration.

The members of Obama administration announced details about the new regulations within some meetings with private companies and the USA government would work with private companies, groups that defend the intimacy of the Internet users and other experts who were asked to refine these regulations.

AOL, Google, Microsoft and Yahoo have already offered to adopt such a set of regulations and promised to offer the users the possibility to stop following the activity on browsers; this often helps to personalize the advertisements on different sites. There is but the risk for the rules to be adjusted in the advantage of companies.

Adopting this new list is optional and most companies that unfold their activity on the internet would like to accomplish an effort in order to win the trust for their clients.

This agreement belongs to more principles found in the law in general having in view the control on data with personal character. The legislative project aims at growing transparency on the internet in such a way as every user should know who has got access to data about you. The decision comes from the wish to improve the worries regarding the use of the private data of the clients by the companies that unfold on the internet.

Siding many voices that accused the giants IT Google and Facebook or even the USA Government to infringe the right to privacy by citizens using data collected on the internet the voice of Tim Cook, the head of Apple is joining

Even if the name of the companies is not given the target is rather clear towards Google, Twitter and Facebook. These successful companies in Silicon Valley based their business on attracting users for free on condition to spread personal information. They gather private information about users and then try to take account of. We do believe this is wrong and Apple is not to become such a company, this is Tim Cook statement on a speech he delivered.

A new arrow was sent towards the new service to store photos launched by Google about which it is said to analyse family photos of the users in order to optimize the advertising on the internet. The same Tim Cook says that: "you might enjoy these services that are for free but I do not know if it is worth having access to your mail, to your searches on the Internet or to family photos in order to sell data for who knows what advertising purpose."

The reply given by the head of Apple to the American services of security comes after the Department of National Security warned that the encrypting systems allow terrorists to communicate. The most recent example being the use of WhatsApp and Snapchat by terrorists without being intercepted.

But eliminating the encrypting systems from Apple products as some officials in Washington wish would not damage citizens. The bad boys would continue to speak in secret as far as the scripting systems are already available on the market and easy to use. Such a measure would be a threat to individual freedom.

Reuters reported that Vodafone and other companies began to disclose requests made by government authorities to monitor citizens after Edward Snowden, a former CIA and NSA employee, spoke interceptions made by the governments of certain countries, pointing out that increasingly more people and companies use encrypted messages and online techniques to hide their internet activity history. Browsers like Mozilla Corp. providers, Firefox and Safari (Apple Inc.) provides options for strengthening security on searches made by users, while the company TOR provides a greater degree of anonymity for a user's online activity. (Reuters (2015))

### 3. Conclusions

The members of more groups that defended the interests of the consumers congratulating the White House for the new project. If proved to work well it might be extended at a global level and be a way to progress. The difference will be made by the existence of a behaviour code or by laws that are to protect information with personal character.

It is possible that some companies try to diminish the impact of the new rules mostly if they get a great part of the profit out of the selling of information on the internet. When we speak about the users we refer both to those who use the computers and those who access smart gadgets. They will have to choose between intimacy and security.

There is always the possibility that we will decide as a society not to support privacy. Harry Lewis believes that would be society's loss. "I think ultimately what you lose is the development of individual identity," he says. "The more we are constantly exposed from a very young age to peer and other social pressure for our slightly aberrant behaviours, the more we tend to force ourselves, or have our parents force us, into social conformity. So the loss of privacy is kind of a regressive force. Lots of social progress has been made because a few people tried things under circumstances where they could control who knew about them, and then those communities expanded, and those new things became generally accepted, often not without a fight. With the loss of privacy, there is some threat to that spirit of human progress through social experimentation." Jonathan Shaw (2015)

It is necessary after such a study the enforcing of some rules as the consumers be aware on the intimacy as being observed and the personal data online. As the internet is witnessing a greater development the consumers' trust is essential for the success registered online and mostly of digital economy. The more this trust is increasing the more successful will be the business online. In this respect we do consider intimacy and security must be offered to clients in the same measure.

It is very important to find a good direction of the Internet in the future, because we are now at a new beginning, and the future generation will comment on what decision will be taken nowadays.

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